

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK 3154 – SEMINAR IN WEB MARKETING

(All sections / Groups)

01 JUNE 2018

9.00 a.m – 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 100 marks)

Question 1

The e-marketing plan is a blueprint for e-marketing strategy formulation and implementation. Explain the **SEVEN (7)** steps of the e-marketing plan.

(20 marks)

Question 2

Describe the **FOUR (4)** types of analysis of data from a data warehouse that e-marketers use to create value for their customers.

(20 marks)

Question 3

There are several attributes of the internet that may allow for cost savings online. Define **FIVE (5)** of them with appropriate examples.

(20 marks)

Question 4

List and describe at least **FIVE (5)** paid media formats that advertisers can use in a campaign.

(20 marks)

Question 5

The text notes that relationship marketing is practiced on three levels. Describe each of the **THREE (3)** levels from the lowest to the highest.

(20 marks)

End of Page.